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## FEDERAL BUREAU OF INVESTIGATION

Date of transcription 12/20/94

JACK O'DWYER, Editor of JACK O'DWYER'S NEWSLETTER, was interviewed on December 15, 1994, at his office 271 Madison Avenue, Room 600, New York, New York (212) 679-2471. O'DWYER was advised of the identity of the interviewing Agents and the nature of the interview. O'DWYER provided the following information:

O'DWYER advised his contact with TOM MOSSER was limited to perhaps twice a year, usually telephonic. The contact was initiated by O'DWYER to obtain confirmation of public relations industry news such as MOSSER's company, BURSON-MARSTELLER (B-M), obtaining a new client. O'DWYER had not spoken to MOSSER since his move to YOUNG AND RUBICAM (Y&R) earlier this year. O'DWYER recalled that MOSSER was always available, even if the news to be confirmed was unfavorable to MOSSER's company. In 1989 O'DWYER videotaped an interview he conducted of MOSSER. O'DWYER noted that many television stations have been borrowing the video lately to show on their newscasts.

O'DWYER recalled MOSSER as a faceless bureaucrat, a back office executive. MOSSER was described as very straight, above board and never leaked information to the press. O'DWYER believes MOSSER was being groomed for Y&R's presidential position. O'DWYER recalled MOSSER as being a big "pitch" person, possibly having the burden of the new pitches. O'DWYER described MOSSER as a very good presenter, straight forward, with a military bearing.

O'DWYER stated that B-M is the largest public relations agency and handles controversial accounts, in many areas, to include the fur industry, gaming industry, tobacco industry, electronics industry, and Saudi Arabia. O'DWYER noted that B-M is very quiet regarding their accounts and never announce who their clients are. O'DWYER noted that MOSSER had shared the Chief Operating Officer's position with [redacted] while at B-M.

O'DWYER estimated the circulation of his news letter to be approximately two thousand one hundred, but believes the

Investigation on 12/15/94 at New York, New York File # 149A-SF-106204-88-5-15  
by SAs [redacted] [redacted] MMD/can Date dictated 12/19/94

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Continuation of FD-302 of JACK O'DWYER, On 12/15/94, Page 2

number of readers are approximately thirty thousand. O'DWYER explained that some of his subscribers are companies who receive one copy of the news letter and route it to all employees. O'DWYER advised that this is the sixth year his news letter has been listed with Lexus Nexus.

O'DWYER provided a computer disc of his news letter subscribers and copies of his newsletters in which articles of MOSSER appeared. These are as follows: January 13, 1993 "TOM MOSSER returns to B-M/NY". MOSSER had been working for B-M in London during 1992; September 29, 1993 "B-M seeks voluntary five percent staff reduction". MOSSER is not mentioned in article; December 8, 1993 "B-M's MOSSER heads Corp. Branding at Y&R". Announcement of MOSSER's move to Y&R; December 14, 1994 "B-M TOM MOSSER is bomb victim".



# Jack O'Dwyer's Newsletter

The Inside News of  
Public Relations

271 Madison Ave., N.Y., N.Y. 10016  
(212) 679-2471. Fax: (212) 683-2750

Jan. 13, 1993 Vol. XXVI No. 2

## MS&L WINS ABBOTT HOSPITAL MARKETING.

The Corporate Hospital Marketing division of Abbott Laboratories has named the Chicago office of Manning, Selvage and Lee for PR following a competition that began last August.

MS&L and two other firms made it to the finals--Edelman PR Worldwide and Tassani PR, Chicago.

The initial field was 16 firms and included eight that were looked at on an "informal basis."

This was cut to five firms including Bozell PR and Golin/Harris Communications.

The nationwide, six-figure campaign will be supervised by Kathy S. Rand, sr. VP and managing director of MS&L/ Chicago.

The presentation team included Rand; VP Sue Canepa and senior A/E Allison Storto.

Abbott, with sales of \$7 billion+, markets its products in 130 countries.

## OSTROWSKI OF WANG TO PORTER/NOVELLI.

Helen Ostrowski, president of Wang Assocs. Health Communications, New York, will join Porter/Novelli as executive VP and head of its 25-person healthcare division Jan. 18.

Michael M. Durand, senior VP and with P/N since 1985, has been named director of its national healthcare practice.

Ostrowski, with Wang five years, was previously with PR in Science and Medicine (PRISM) three years and with Schering-Plough Corp. and American Cyanamid Co. 15 years.

She is president of the Healthcare Businesswomen's Assn.

Bob Seltzer, New York general manager, said Durand will supervise more than 40 healthcare professionals throughout P/N.

William Cox, who previously held both posts, continues as a consultant to P/N.

- Theodore G. Berk, of T.G. Berk & Co., New York, has joined Anthony M. Franco, Detroit, as president of Franco-Berk & Assocs., the New York office of Franco at 12 E. 41st st. 212/725-0070.

## TOM MOSSER RETURNS TO B-M/NEW YORK.

Tom Mosser, vice chairman and joint chief operating officer/worldwide of Burson-Marsteller, who moved his office to London in early 1992, has returned to New York.

Mosser said he wanted to work more closely with president and CEO Larry Snoddon.

He also noted he will continue to spend much time in Europe on B-M business.

Mosser shares the COO/worldwide title with Thomas D. Bell Jr. of the Washington office. Bell heads the U.S., Latin America and Canada divisions while Mosser supervises the other areas.

## Breakstone to Ludgate McBride

Kay Breakstone, XVP and managing director of financial relations, left B-M after 20 years to be vice chairman and COO of Ludgate McBride, New York, founded in 1992 by Ann McBride, formerly of Saatchi & Saatchi/New York and Ludgate Commun., London. Breakstone, 1981 NIRA president, is at 747 Third ave., 10017. 688-5144.

## GAY/LESBIAN GROUPS NAME OA&R/D.C.

Coalition '93, a network of 19 gay and lesbian organizations that is helping gay activists to get posts in the new Clinton Administration, has given a \$60,000 contract to Ogilvy, Adams & Rinehart, Washington, D.C., to assist the Coalition in its work.

Members include the Human Rights Fund; Lambda Legal Defense and Education Fund; National Assn. of People with AIDS and the National Gay and Lesbian Task Force.

The network has received more than 2,000 resumes for jobs ranging from assistant secretary to administrators of agencies. About 50 top candidates will be chosen.

- Sara Lee Corp., Chicago, is seeking an executive director of PA via Korn Ferry/Chicago (Brad Holden). Pay is \$130,000. The post reports to Robert L. Lauer, VP, corporate affairs, and involves relations with trade and community groups and supervising the Sara Lee Foundation.



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Sept. 29, 1993 Vol. XXVI No. 38

## NORPLANT OVERSEAS DRIVE TO L-S/PINNACLE.

Lobsenz-Stevens, New York, and overseas members of Pinnacle Worldwide are working on a \$1 million PR campaign to introduce Norplant, the under-the-skin birth control drug, on a worldwide basis.

L-S handled U.S. introduction of Norplant three years ago. The drug, made by the Wyeth/Ayerst Laboratories of American Home Products Corp., was then shifted to Burns McClellan, healthcare and biotechnology specialist firm.

Pinnacle, with Lobsenz-Stevens as the lead agency, pitched for the worldwide introduction against Burns McClellan and Burson-Marsteller several months ago.

Pinnacle has member firms or their branches in 45 countries. Initial roll-out will be in Europe.

## AMERICAN STOCK EXCHANGE TO MAKOVSKY.

The American Stock Exchange, following an extensive selection process, named Makovsky & Co., New York, for a national PR campaign to increase Amex visibility.

Other finalists were Ketchum PR and Ruder Finn. RF handled Amex several years ago. Joan Allen joined as Amex VP-PR six months ago. Contenders estimated the program at \$200,000+ including expenses.

## SAMSUNG CONSUMER ELECTRONICS TO HWH.

Samsung Electronics America named HWH PR, New York, for its line of consumer electronics products. The firm already handles Samsung Information Systems (desktop computers, printers, etc.).

The account was resigned by Geltzer & Co. because of a possible product conflict with another account--Motorola.

Also pitching Samsung were Poppe Tyson and Dunwoodie Communications.

Geltzer, meanwhile, added Emerson Radio Corp., Parsippany, N.J., for media relations. Lippert/Heilshorn & Assocs. was named for financial relations.

Also pitching were Howard J. Rubenstein Assocs., which was agency of record, and Dunwoodie. Steve Hoechster is A/S.

## B-M SEEKS VOLUNTARY 5% STAFF REDUCTION.

Burson-Marsteller is offering an enhanced benefit plan to induce 5% of its 1,000 U.S. employees to resign by Sept. 30.

Employees with more than 10 years of service will receive 150% of normal retirement benefits. Regular separation pay includes one month of pay for the first two years and one week per year thereafter. Those with less than ten years will get 125% of the benefits.

There are also medical benefit options depending on whether the employee takes severance pay in a lump sum.

Larry E. Snoddon, president/CEO, said various separation plans are being offered for the 1,000 B-M employees abroad. The goal there is also a 5% reduction.

He said that fee income for B-M in 1993 will be about the same as the \$203 million reported for 1992.

Twenty to 25 staffers are expected to leave B-M/New York, which employs 550 (100 in corporate). In the past 18 months, London staff has been cut from 225 to 125 and staff in Germany from 90 to 65.

## SHANDWICK, RUBIN WIN TURKS & CAICOS ISLES.

The government of the Turks and Caicos Islands, British West Indies, named Shandwick Consultants and Bruce Rubin Assocs., Miami, for a worldwide program to promote the Islands as an offshore financial center. Budget is \$500,000.

Rubin is not part of Shandwick but was brought in because of its Latin American experience. Rubin is handling the U.S. and South America. Shandwick/London will coordinate the entire account.

● Mark Cowan, chairman and CEO of The Jefferson Group, Washington, D.C., was dismissed by the board last week. Bob Carlstrom, president and co-founder, was elected to succeed Cowan, who said he was shocked by the move. He said TJG was "doing well" and that his partners may have wanted a larger share of the profits. TJG grew 50% in 1992 to \$7.3 million.



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Dec. 8, 1993 Vol. XXVI No. 48

## B-M'S MOSSER HEADS CORP. BRANDING AT Y&R.

Thomas J. Mosser, vice chairman, COO of Burson-Marsteller and a 25-year veteran of B-M, is joining parent Young & Rubicam Inc. as executive VP in charge of managing the corporate brand, internally and externally.

He will continue to be a consultant to B-M on client-oriented rather than administrative duties, said Larry E. Snoddon, president and CEO of B-M.

Y&R Inc. includes Young & Rubicam Advertising; B-M; Wunderman Cato Johnson, direct marketing and sales promotion; Landor, corporate identity and design, and Sudler & Hennessey, health communications. Y&R Inc., with \$1.07 billion in gross income in 1992, was ranked the No. 1 U.S.-based single agency worldwide by Advertising Age. Holding companies such as WPP Group, Omnicom, etc., are ranked separately. WCJ, grossing \$157 million, is the largest direct marketing firm.

Mosser, who joins Y&R Dec. 13, has shared the vice chairman/COO title with Thomas D. Bell Jr., Washington, D.C. Mosser heads New York and Europe and Bell the rest of the world.

### Will Work with McGowan

Mosser will work closely with Richard McGowan, senior VP and director of corporate communications, Y&R Inc.

Y&R chairman and CEO Alex Kroll told staffers that the new XVP will be responsible for "managing our corporate brand, working with all our lines of business and a special strategy committee of the board." Mosser joined B-M in 1969 after being a writer for the Associated Press and serving in the U.S. Navy.

## HAYDEN TO BOZELL PR/NY AS MARKETING HEAD.

Donna-Ann P. Hayden, senior VP-alternative media, Grybauskas Beatrice, New York ad agency, to Bozell PR/New York as senior VP-consumer marketing. Joan Walker, president, Bozell PR/New York, said Hayden will head programs for Chrysler, Vanity Fair, Childhelp, OTB and other clients.

## INFO HIGHWAY IS PR OPPORTUNITY--EDELMAN.

The developing "information highway" linking TV, telephones, databanks and other services, is a potential gold mine for PR firms, says Richard Edelman, president and COO, Edelman PR Worldwide.

Addressing a meeting in New York last week of Edelman executives from throughout the world, he said that getting consumers to take a "spin on the information highway" will be a selling job that PR can do the best.

PR can provide the sophisticated knowledge necessary to use the system, he said.

Advertising, on the other hand, does better at appealing to emotions, he added.

### Clutter Will Increase

The availability of 500 TV channels will make clutter a greater problem than ever for advertisers, he continued, saying PR can make their programs stand out and also supply additional programming.

He sees regional newspapers as becoming more important. Such papers as the Boston Globe and Dallas Morning News will be online and available day-of-publication, coast-to-coast, he noted.

The information highway will have an almost unlimited number of sponsorship opportunities so that PR firms will be able to mix and match programs to promote the aims of their clients, he said.

## PASTER RETURNS TO H&K AS CEO.

Howard Paster, former head of the Washington, D.C., office of Hill and Knowlton, who resigned last month as Assistant to President Clinton for Legislative Affairs, will rejoin H&K Jan. 1 as chairman, CEO and chairman of the executive committee.

Paster, 48, had been paid \$442,320 by H&K in 1992, according to White House disclosure statements. This included \$287,377 from the Timmons & Co. lobbying unit and \$154,943 from H&K itself. He will have offices in Washington and New York.

Thomas E. Eidson continues as president and CEO, H&K/U.S. Thomas Hoog continues as GM of H&K/D.C. and chairman, H&K PA.



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Dec. 14, 1994 Vol. XXVII No. 49

## SHANDWICK PA FORMED IN D.C.

Shandwick, the largest independent PR operation, has formed Shandwick Public Affairs in Washington, D.C., the first operating company to bear the Shandwick name in the U.S.

Shandwick units typically keep their own names although the Shandwick name is used for operating companies in the U.K.

The new office starts with the combined PA/PR business of two existing D.C.-based units--Dorf & Stanton's D.C. office and Henry J. Kaufman & Assocs.

Co-managing the initial staff of more than 20 are Peter Segall, president, and Allen Finch, CEO.

Segall is a lawyer with 20 years' D.C. issue-management experience and Finch is a ten-year veteran of Capitol Hill and longtime aide to Senator Charles Grasseley (R-Iowa).

Shandwick PA will move downtown to accommodate "significant expansion" in the coming months, said Larry Kaplan, Shandwick regional director.

Kaufman's advertising and marketing-communications business will continue to operate out of its D.C. office under Michael Carberry, CEO.

Shandwick, with 85 offices and 1,800 people, is putting increased emphasis on its PA resources in such capitals as D.C., London, Brussels, Tokyo and Hong Kong.

## ADKINS TO DORF & STANTON/HEALTHCARE.

Barry Adkins, VP of Edelman Medical Communications, joined Dorf & Stanton Communications, New York, as senior VP and director of the Healthcare division.

D&S has clients in managed care, pharmaceuticals, biotechnology, diagnostics, and medical devices. It also handles hospitals and healthcare groups.

Adkins will also work with senior VP Linda Recupero on consumer health products and services, said CEO Alex Stanton.

Adkins managed several pharmaceutical accounts at Edelman and headed the biotechnology and new business units.

## B-M VETERAN TOM MOSSER IS BOMB VICTIM.

The PR and advertising worlds this week mourned the death of veteran executive Thomas J. Mosser, 50, who on Dec. 10 became the latest victim of a "mad bomber" who has killed two others and wounded 23.

"Tom's death is a great personal tragedy to me," said Burson-Marsteller founder Harold Burson.

"He was one of my closest associates for 25 years. His contribution to B-M was enormous. My heart goes out to his wife Susan and his children," said Burson.

Mosser, a B-M employee from 1969-93, rising to vice chairman, joined parent Young & Rubicam in late 1993 and two weeks ago was named general manager of the ad agency. He was killed in his home in North Caldwell, N.J., when he opened a mail bomb.

The New York Times noted a connection between the bomber's victims and executives featured in the Times.

At least three other victims were portrayed as leaders in their fields by the Times, the paper said.

Mosser married Susan Feddyck, who was a PR pro at B-M, 14 years ago. He had two children by his first marriage and two by his second including a one-year-old.

## ROWLAND WINS MOBIL CUSTOMER SERVICE PLAN.

Mobil Oil named The Rowland Co. for a possible national program showing the company's dedication to customer service.

Oil companies in recent years have put the burden for service on customers, who pump their own gas, wipe windshields, etc.

No details were available. Test marketing has begun and the program may roll out to the 8,000 Mobil stations. Also competing were Golin/Harris and Porter/Novelli. P/N continues on other Mobil assignments.

● Nikon Photo and Eyeware PR accounts to Roundhouse PR, White Plains, N.Y., which has handled the Nikon Instrument Group six years. Ilene Semiatin heads the firm. Gillian Mines, ex-Marilyn Evins Ltd., will supervise the \$100,000+ account.

# 1993 PR FEE INCOME OF 50 FIRMS SUPPLYING DOCUMENTATION TO O'DWYER'S DIRECTORY OF PUBLIC RELATIONS FIRMS

(A) means ad agency related.

<u>Firm</u>	<u>1993 Net Fees</u>	<u>Employees</u>	<u>% Fee Change from 1992</u>
1. Burson-Marsteller (A) .....	\$192,491,000	1,739	-5.5
2. Shandwick .....	151,800,000	1,808	-8.6
3. Hill and Knowlton (A) .....	146,767,000	1,281	-8.0
4. Omnicom PR Network (A) .....	85,852,418	1,157	+31.0
5. Fleishman-Hillard .....	69,518,000	703	+18.5
6. Edelman PR Worldwide .....	63,351,064	745	+5.91
7. Ketchum Public Relations (A) .....	50,100,000	432	+9.9
8. The Rowland Co. (A) .....	38,000,000	391	-13.6
9. Robinson Lake/Sawyer Miller/Bozell (A) .....	37,600,000	235	+14.0
10. Manning, Selvage & Lee (A) .....	31,321,000	290	-0.3
11. Ogilvy Adams & Rinehart (A) .....	30,105,000	285	-16.7
12. Ruder Finn .....	27,162,219	256	+ 0.3
13. GCI Group (A) .....	26,397,716	353	-6.0
14. Cohn & Wolfe (A) .....	14,093,000	117	-0.89
15. Financial Relations Board .....	12,485,452	141	+21.6
16. Powell Tate .....	9,605,817	73	+9.2
17. Gibbs & Soell .....	8,453,726	90	-4.3
18. Stoorza, Ziegau & Metzger .....	8,193,940	113	+15.7
19. Cunningham Communication .....	8,086,970	84	+15.5
20. Morgen-Walke Assocs. ....	7,485,958	71	+35.4
21. The Jefferson Group .....	7,424,423	53	+0.5
22. The Kamber Group .....	7,338,723	84	-1.0
23. E. Bruce Harrison Co. ....	6,550,991	58	+12.4
24. Dix & Eaton .....	6,478,338	57	+20.76
25. Nelson Comms. Group & Nelson, Robb, DuVal & DeMenna	5,479,230	45	+40.4
26. Earle Palmer Brown Cos. (A) .....	5,440,849	50	-27.4
27. Pacific/West Communications Group .....	5,309,440	38	+39.0
28. MWW/Strategic Communications .....	5,169,951	53	+59.5
29. Dewe Rogerson .....	5,148,000	42	+38.0
30. EvansGroup PR Division (A) .....	5,067,782	40	+70.0
31. The Weber Group .....	5,005,570	63	+9.5
32. Padilla Speer Beardsley .....	4,804,485	55	-6.0
33. Copithorne & Bellows .....	4,683,875	35	+35.3
34. S&S Public Relations .....	4,245,000	45	+5.3
35. Anthony M. Franco .....	4,200,000	50	-16.8
36. Makovsky & Co. ....	4,125,000	42	+35.8
37. The Rockey Company .....	4,032,086	43	-16.2
38. Cone Communications .....	4,012,011	37	+22.0
39. Public Communications .....	3,855,327	44	-5.9
40. Jasculca/Terman & Assocs. ....	3,818,128	36	-7.7
41. Dye, Van Mol & Lawrence .....	3,803,700	64	+2.4
42. Morgan & Myers .....	3,748,718	59	+8.5
43. Lobsenz-Stevens .....	3,698,450	43	+9.6
44. Watt, Roop & Co. ....	3,628,779	24	+43.5
45. KCSA PR .....	3,356,000	34	+0.3
46. Dennis Davidson Assocs. ....	3,355,828	50	-7.0
47. Bader Rutter & Assocs. (A) .....	3,353,600	43	+7.3
48. Gross Townsend Frank Hoffman (A) .....	3,327,864	29	-2.0
49. Taylor-Rafferty Assocs. ....	3,278,774	18	+15.0
50. Edward Howard & Co. ....	3,193,190	35	-16.3



## PR OPERATIONS ASSOCIATED WITH AD AGENCIES DOCUMENTING FEES

Firm	1993 Fees	Empl.	% Fee Change	Firm	1993 Fees	Empl.	% Fee Change
1. Burson-Marsteller	\$192,491,000	1,739	-5.5	17. Charles Ryan Assocs.	\$2,169,451	28	-5.53
2. Hill and Knowlton	140,000,000	1,202	-5.0	18. CMF&Z PR	2,037,150	20	-2.69
3. Omnicom PR Network	85,852,418	1,157	+31.0	19. Price McNabb PR	2,008,091	15	+4.0
4. Ketchum Public Relations	50,100,000	432	+9.9	20. Ayer Public Relations	1,970,717	20	+5.8
5. The Rowland Co.	38,000,000	391	-13.6	21. Brouillard Comms. PR	1,936,000	15	-9.2
6. Robinson Lake/Sawyer Miller	37,600,000	235	+14.0	22. Boasberg Valentine-Radford	1,719,737	18	-8.17
7. Manning, Selvage & Lee	31,321,000	290	-0.3	23. Proconsul Div. of Jayme Org.	1,381,720	15	-0.8
8. Ogilvy Adams & Rinehart	30,105,000	285	-16.7	24. Gillespie	1,041,353	11	N.L.
9. GCI Group	26,397,716	353	-6.0	25. McKinney PR	1,025,975	11	-11.4
10. Cohn & Wolfe	14,093,000	117	-0.89	26. Collins & Co.	905,661	10	+28.9
11. Earle Palmer Brown Cos.	5,440,849	50	-27.4	27. Cranford Johnson Robinson	863,710	13	-4.3
12. EvansGroup PR Division	5,067,782	40	+70.0	28. BBK	853,254	8	+70.6
13. Bader Rutter & Assocs.	3,353,600	43	+7.3	29. Dudnyk PR	777,000	5	-18.0
14. Gross Townsend Frank Hoffman	3,327,864	29	-2.0	30. Levenson Public Relations	707,186	21	+48.8
15. Clarke & Co.	3,111,999	33	-11.0	31. The Zimmerman Agency	689,673	12	+27.0
16. Publicis/Bloom	2,311,000	20	+8.1	32. Hadelier White PR	142,128	3	N.L.

## LARGEST PR OPERATIONS, U.S. FEES ONLY

Firm	1993 Net Fees	Empl.	Total Fees
1. Burson-Marsteller	\$99,000,297	706	\$192,491,000
2. Hill and Knowlton	76,187,000	519	146,767,000
3. Shandwick	75,600,000	810	151,800,000
4. Fleishman-Hillard	65,183,000	608	69,518,000
5. Edelman PR Worldwide	43,383,580	460	63,351,064
6. Ketchum Public Relations	41,300,000	340	50,100,000
7. Robinson Lake/Sawyer Miller/Bozell	37,600,000	235	37,600,000
8. Omnicom PR Network	32,227,130	376	85,852,418
9. Ogilvy Adams & Rinehart	26,100,000	239	30,105,000
10. Ruder Finn	25,602,753	250	27,162,219
11. Manning, Selvage & Lee	22,878,000	170	31,321,000
12. The Rowland Co.	13,335,000	123	38,000,000
13. GCI Group	12,788,565	140	26,397,716
14. Financial Relations Board	12,485,452	141	12,485,452
15. Cohn & Wolfe	11,366,135	82	14,093,000

## WORLDWIDE PR FIRM HOLDINGS BY A SINGLE CORPORATION

Firm	1993 Net Fees	Empl.
1. Young & Rubicam PR subsidiaries including Burson-Marsteller and Cohn & Wolfe	\$206,584,000	1,856
2. WPP Group, including Hill and Knowlton, Ogilvy Adams & Rinehart and Ogilvy & Mather Int'l PR Units	202,681,000	1,724
3. Shandwick	151,800,000	1,808
4. Omnicom PR Network led by Porter/Novelli	85,852,433	987
5. Euro RSCG including Creamer Dickson Basford	62,562,000	656
6. Saatchi & Saatchi including The Rowland Co.	38,000,000	391
7. Grey Advertising including GCI Group and Gross Townsend Frank Hoffman	29,725,580	382



## CITY AND REGIONAL FIRMS SUBMITTING DOCUMENTATION TO THE DIR.

## NEW YORK

Firm	1993 Fee Income	Empl.
1. Burson-Marsteller .....	\$46,753,176	569
2. Robinson Lake/Sawyer Miller/Bozell .....	22,700,000	140
3. Hill and Knowlton .....	20,800,000	158
4. Ruder Finn .....	19,766,280	195
5. Edelman PR Worldwide .....	17,313,286	154
6. Ogilvy Adams & Rinehart .....	14,204,000	139
7. Ketchum Public Relations .....	12,500,000	107
8. Porter/Novelli of Omnicom .....	9,389,000	78
9. The Rowland Co. ....	8,900,000	81
10. Manning, Selvage & Lee .....	8,343,000	64
11. Fleishman-Hillard .....	7,754,000	66
12. Morgen-Walke Assocs. ....	7,485,958	71
13. Dorf & Stanton of Shandwick ...	6,350,000	66
14. Cohn & Wolfe .....	6,168,421	44
15. GCI Group .....	5,331,655	61
16. Dewe Rogerson .....	5,148,000	42
17. Makovsky & Co. ....	4,125,000	42
18. Gibbs & Soell .....	4,028,048	46
19. Lobsenz-Stevens .....	3,698,450	43
20. Financial Relations Board .....	3,462,911	32
21. KCSA Public Relations .....	3,356,000	34
22. Gross Townsend Frank Hoffman .	3,327,864	29
23. Taylor-Rafferty Assocs. ....	3,278,774	18
24. Noonan/Russo Communications	2,853,995	20
25. DeVries PR .....	2,783,960	30
26. Dan Klores Assocs. ....	2,727,983	24
27. Lou Hammond & Associates ....	2,625,909	30
28. Cairns and Assocs. ....	2,589,849	27

## NEW YORK (continued)

Firm	1993 Fee Income	Empl.
29. Wang Associates .....	\$2,440,892	20
30. M Booth & Assocs. ....	2,390,940	28
31. M. Silver Assocs. ....	2,308,668	26
32. Alan Taylor Communications ....	2,045,824	22
33. Ayer Public Relations .....	1,970,717	18
34. Patrice Tanaka & Co. ....	1,958,000	19
35. Porter, LeVay & Rose .....	1,945,771	15
36. Brouillard Communications ....	1,936,000	15
37. Golin/Harris of Shandwick .....	1,927,000	23
38. Middleton & Gendron .....	1,859,776	19
39. Sumner Rider & Assocs. ....	1,499,608	14
40. NCI PR .....	1,451,000	12
41. Earle Palmer Brown .....	1,336,714	12
42. Kovak Thomas PR .....	1,282,163	14
43. Trimedia .....	1,275,000	12
44. Cooney/Waters Group .....	1,178,007	8
45. Donley Communs. Corp. ....	1,164,420	9
46. Molino + Assocs. ....	1,104,526	11
47. Middleberg & Assocs. ....	1,009,998	12
48. G + A Communications .....	953,600	15
49. Padilla Speer Beardsley .....	910,073	7
50. Aronow & Pollock .....	782,727	4
51. Publicis/Bloom .....	530,000	5
52. Davies & Murray .....	417,000	2
53. Lapin East .....	347,835	5
54. The Kamber Group .....	300,000	4
55. The Lund Group .....	141,432	1

## CHICAGO

Firm	1993 Fee Income	Empl.
1. Burson-Marsteller .....	\$11,855,839	92
2. Golin/Harris of Shandwick .....	11,392,000	126
3. Edelman PR Worldwide .....	10,619,341	158
4. Financial Relations Board .....	7,097,480	93
5. Robinson Lake/Sawyer Miller/Bozell	4,700,000	35
6. S&S Public Relations .....	4,245,000	44
7. Jasculca/Terman & Assocs. ....	3,818,128	36
8. Hill and Knowlton .....	3,360,000	32
9. Ruder Finn .....	3,050,747	24
10. Public Communications .....	2,885,629	31
11. Selz, Seabolt & Assocs. ....	2,591,660	32
12. Manning, Selvage & Lee .....	2,471,000	20
13. Ogilvy Adams & Rinehart .....	2,279,000	18
14. Aaron D. Cushman and Assocs. .	2,115,264	33
15. Ketchum Public Relations .....	2,100,000	21
16. Gibbs & Soell .....	2,089,100	22
17. Porter/Novelli (Omnicom) .....	1,857,000	15
18. L.C. Williams & Assocs. ....	1,751,189	19
19. Fleishman-Hillard .....	1,458,000	16
20. Dragonette .....	1,356,391	16
21. Cohn & Wolfe .....	1,258,301	9
22. Posner, McGrath .....	920,530	6
23. Investor Relations Co. ....	815,564	10
24. Minkus & Dunne .....	800,000	14
25. Kendrick Communications .....	670,641	8
26. Slack Myers & Barshinger .....	492,833	6
27. McKinney Public Relations .....	142,073	3

## LOS ANGELES and SOUTHERN CALIFORNIA

Firm	1993 Fee Income	Empl.
1. Rogers & Cowan of Shandwick ...	\$9,000,000	89
2. Hill and Knowlton .....	7,290,000	51
3. Manning, Selvage & Lee .....	6,918,000	48
4. Stoorza Ziegau Metzger, L.A. and San Diego .....	6,248,378	100
5. Golin/Harris of Shandwick .....	5,557,000	49
6. Fleishman-Hillard .....	5,503,000	55
7. Pacific/West Comms. Group ....	5,309,440	38
8. Burson-Marsteller .....	4,224,020	34
9. Edelman PR Worldwide .....	3,668,972	26
10. Nelson Comms., Irvine & San Diego	3,225,235	46
11. Ketchum Public Relations .....	3,000,000	19
12. Cerrell Assocs. ....	2,834,594	30
13. Paine & Assocs., Costa Mesa ....	2,741,339	31
14. Rogers & Assocs. ....	2,560,684	30
15. The Bohle Co. ....	2,556,219	28
16. GCI Group .....	2,457,262	27
17. Porter/Novelli of Omnicom .....	2,212,000	19
18. Dennis Davidson Assocs. ....	1,757,460	25
19. The Gable Agency, San Diego ...	1,548,066	18
20. The Rowland Co. ....	1,500,000	10
21. Casey & Sayre .....	1,451,804	12
22. Financial Relations Board .....	1,124,208	8
23. South Coast Group, Tustin .....	1,080,520	14
24. Ruder Finn .....	879,857	15
25. Valencia, Maldonado, Pasadena .	757,585	12
26. Lapin/West .....	667,051	25
27. The Londre Co. ....	618,217	9
28. Ogilvy Adams & Rinehart .....	551,000	6

# CITY/REGIONAL RANKING OF FIRMS SUBMITTING DOCUMENTATION TO THE DIR.

## WASHINGTON, D.C. AREA

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. Burson-Marsteller .....	\$30,480,066	164
2. Hill and Knowlton .....	21,000,000	119
3. Fleishman-Hillard .....	12,393,000	101
4. Robinson Lake/Sawyer Miller/Bozell ..	9,800,000	55
5. Powell Tate .....	9,605,817	73
6. Ogilvy Adams & Rinehart .....	9,066,000	91
7. The Jefferson Group .....	7,424,423	55
8. Ketchum PR .....	7,300,000	60
9. The Kamber Group .....	7,038,723	80
10. E. Bruce Harrison Co. ....	6,550,991	58
11. Porter/Novelli of Omnicom .....	6,480,000	60
12. Edelman PR Worldwide .....	5,289,352	52
13. GCI Group (APCO Assocs.) .....	4,999,646	52
14. Kaufman PR of Shandwick .....	2,800,000	29
15. Smith & Harroff .....	2,684,102	16
16. Adams Sandler of Shandwick .....	2,480,000	29
17. Capitoline Int'l Group* .....	2,100,000	22
18. Ryan-McGinn .....	1,945,000	12
19. Hager Sharp .....	1,912,147	20
20. Dorf & Stanton of Shandwick .....	1,300,000	9
21. Manning, Selvage & Lee* .....	1,221,000	7
22. Ruder Finn .....	1,032,005	15
23. Earle Palmer-Brown .....	812,792	12
24. Stephen K. Cook & Co. ....	450,000	6
25. Nelson Communications .....	190,052	2

\*Capitoline Int'l Group and Manning, Selvage & Lee/D.C. merged eff. 1/1/94

## BOSTON

1. The Weber Group .....	\$5,005,570	63
2. Brodeur & Partners .....	4,703,000	55
3. Cone Communications .....	4,012,011	37
4. Miller Comms. of Shandwick .....	4,000,000	44
5. Clarke & Co. ....	3,111,999	33
6. Cunningham Communication .....	3,080,169	29
7. Copithorne & Bellows .....	1,917,302	13
8. BBK .....	853,254	7
9. Robinson Lake/Sawyer Miller/Bozell ..	400,000	5
10. Ruder Finn .....	368,436	4

## NEW JERSEY

1. MWW/Strategic Comms., River Edge .	\$5,169,951	53
2. MCS, Summit .....	2,300,568	18
3. Gillespie, Princeton .....	1,041,353	11
4. Davis, Hays & Co., Maywood .....	711,452	8
5. CN Communs. Int'l, Rahway .....	582,750	16

## PHILADELPHIA

1. Earle Palmer Brown PR* .....	\$3,605,748	32
2. Golin/Harris of Shandwick .....	892,000	12
3. Dudnyk PR .....	777,000	7
4. McKinney PR .....	358,806	2

\*Includes Ketchum PR acquired 2/28/94

## PITTSBURGH

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. Ketchum Public Relations .....	\$4,300,000	40
2. Burson-Marsteller .....	2,408,108	21

## ATLANTA

1. Cohn & Wolfe .....	\$3,939,413	29
2. Ketchum Public Relations .....	3,100,000	29
3. Manning, Selvage & Lee .....	2,575,000	17
4. Fleishman-Hillard .....	2,146,000	35
5. Hill and Knowlton .....	1,980,000	23

## SOUTHEAST

1. Dye, Van Mol & Lawrence, Nashville .	\$3,803,700	64
2. Charles Ryan Assocs., Charleston ....	2,169,435	31
3. Price-McNabb, Asheville, N.C. ....	2,008,091	15
4. Earle Palmer Brown, Richmond, Va. ..	1,785,595	15
5. Wenz-Neely of Shandwick, Louisville .	1,715,000	24
6. Jack Guthrie & Assocs., Louisville ...	1,448,220	18
7. Gibbs & Soell, Raleigh, N.C. ....	1,113,262	10
8. Ruder Finn, Raleigh .....	505,428	4

## FLORIDA

1. Burson-Marsteller, Miami .....	\$1,745,223	14
2. Bruce Rubin Assocs., Miami .....	1,434,436	18
3. Wragg & Casas PR, Miami .....	1,258,221	10
4. Hank Meyer Assocs., Miami .....	1,126,069	18
5. Hill and Knowlton, Tampa .....	1,000,000	9
6. Public Communications, Tampa .....	969,698	13
7. Zimmerman Agency, Tallahassee ....	689,673	15
8. Pantin Partnership, Miami .....	650,407	6
9. Fleishman-Hillard, Miami .....	312,000	4
10. Ketchum PR, Miami .....	200,000	5

## DETROIT

1. Anthony M. Franco .....	\$4,200,000	50
2. Manning, Selvage & Lee .....	1,350,000	14

## OHIO

1. Dix & Eaton, Cleveland .....	\$6,478,338	57
2. Watt, Roop & Co., Cleveland .....	3,628,779	24
3. Edward Howard & Co., Cleveland ....	3,193,190	35
4. William Silverman & Co., Cleveland ..	2,802,840	23
5. Funk/Luetke, Toledo .....	1,554,091	21
6. Proconsul Div. of Jáyme Organization, Cleveland .....	1,381,720	15
7. McKinney PR, Cleveland .....	525,096	6

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CITY/REGIONAL RANKING OF FIRMS *continued*

## MIDWEST CITIES

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. Mona Meyer McGrath & Gavin of Shandwick, Minneapolis .....	\$8,020,000	98
2. Fleishman-Hillard, Kansas City, Mo. .	5,209,000	60
3. Padilla Speer Beardsley, Minneapolis/St. Paul .....	3,894,412	48
4. Morgan & Myers, Milwaukee .....	3,748,718	59
5. Bader Rutter & Assocs., Milwaukee ..	3,353,600	43
6. CMF&Z PR, Cedar Rapids, Iowa .....	2,037,150	20
7. Boasberg Valentine-Radford, Kansas City, Mo. ....	1,719,737	18
8. Rowland Co., Minneapolis/St. Paul ..	1,700,000	15
9. Gilbert, Christopher & Assocs., Kansas City .....	1,373,958	17
10. Communications Concepts Unlimited, Racine, Wis. ....	1,354,811	12
11. Cranford Johnson Robinson Woods, Little Rock, Ark. ....	863,710	13

## ST. LOUIS

1. Fleishman-Hillard .....	\$29,953,000	262
2. Dorf & Stanton of Shandwick .....	1,700,000	17

## DALLAS

1. Edelman PR Worldwide .....	\$1,871,522	23
2. Publicis/Bloom .....	1,801,000	16
3. Meltzer & Martin .....	910,570	10
4. Ketchum PR .....	800,000	5
5. Levenson PR .....	707,186	15
6. EvansGroup PR .....	210,000	2
7. Hadeler White PR .....	142,128	3

## HOUSTON

1. Edelman PR Worldwide .....	\$1,236,430	12
2. Hill and Knowlton .....	850,000	6
3. Gibbs & Soell .....	551,504	5
4. Fleishman-Hillard .....	171,000	3

## WESTERN CITIES

<u>Firm</u>	<u>1993 Fee Income</u>	<u>Empl.</u>
1. EvansGroup PR, Seattle .....	\$4,120,895	30
2. The Rockey Co., Seattle .....	3,545,000	37
3. Stoorza, Ziegau & Metzger, Sacramento .....	1,945,562	13
4. Elgin Syferd of Omnicom, Seattle ...	1,873,000	17
5. Nelson Comms. Group, Sacramento	1,110,588	10
6. Carl Thompson, Boulder, Colo. ....	970,961	10
7. Nelson, Robb; DuVal & DeMenna, Phoenix .....	950,166	8
8. Communication Northwest, Seattle ..	948,260	10
9. Schenkein/Sherman, Denver .....	853,954	15
10. EvansGroup PR, Salt Lake City .....	419,759	4
11. The Rockey Co., Spokane .....	300,000	3
12. The Rockey Co., Portland .....	200,000	3
13. EvansGroup PR, Denver .....	85,147	2
14. EvansGroup PR, Phoenix .....	71,508	2

## SAN FRANCISCO

1. Ketchum Public Relations .....	\$6,300,000	54
2. Hi-Tech PR of Shandwick .....	6,051,000	48
3. Edelman Public Relations Worldwide	1,926,266	28
4. Copithorne & Bellows .....	1,829,560	22
5. Kamer/Singer & Assocs. ....	1,591,854	8
6. Burson-Marsteller .....	1,533,865	13
7. White Cromer of Omnicom .....	1,505,000	18
8. Solem Assocs. ....	1,152,411	15
9. Access of Shandwick .....	1,040,000	12
10. Hill and Knowlton .....	850,000	8
11. Financial Relations Board .....	800,851	8
12. EvansGroup PR .....	160,474	4

## SILICON VALLEY

1. Cunningham Comm., Santa Clara ....	\$5,006,801	55
2. Miller Comms. of Shandwick .....	3,800,000	32
3. PRx, San Jose .....	2,070,943	24
4. Thomas Assocs., Menlo Park .....	1,832,504	16
5. Hill and Knowlton, Santa Clara .....	1,500,000	11
6. Franson, Hagerty, Palo Alto .....	1,310,000	8
7. Copithorne & Bellows, Mtn. View ....	937,018	8
8. Edelman PR Worldwide, Mtn. View ....	773,344	8
9. Gibbs & Soell, Carmel .....	583,984	7

# 1993 FEE INCOME OF PR FIRMS ACCORDING TO AREAS OF SPECIALIZATION

Firm	1993 Net Fee Income	Firm	1993 Net Fee Income
<b>AGRICULTURE</b>			
1. Gibbs & Soell	\$4,196,000	14. Porter/Novelli (Omnicom)	\$406,000
2. Shandwick	3,317,000	15. CMF&Z PR	323,567
3. Fleishman-Hillard	3,036,000	16. Cone Communications	275,000
4. Bader Rutter & Assocs.	2,616,745	17. Cohn & Wolfe	250,000
5. Morgan & Myers	2,479,530	18. Bader Rutter	225,000
6. Burson-Marsteller	1,444,000	19. Makovsky & Co.	129,000
7. Ogilvy Adams & Rinehart	1,400,000	20. Slack Myers & Barshinger	110,000
8. CMF&Z PR	1,062,811	21. PRx	105,598
9. Edelman PR Worldwide	440,776	22. Morgan & Myers	85,676
10. Boasberg Valentine-Radford	427,412		
11. Lobsenz-Stevens	300,000		
<b>BEAUTY/FASHION</b>			
1. The Rowland Co.	\$5,000,000	<b>FINANCIAL PR/INVESTOR RELATIONS</b>	
2. Shandwick	4,362,000	1. Burson-Marsteller	\$25,043,000
3. Burson-Marsteller	2,887,000	2. Fleishman-Hillard	17,973,000
4. Cairns & Assocs.	2,589,849	3. Shandwick	15,363,000
5. Fleishman-Hillard	2,564,000	4. Ogilvy Adams & Rinehart	13,600,000
6. DeVries PR	2,437,782	5. Financial Relations Board	12,485,452
7. Porter/Novelli (Omnicom)	1,532,000	6. Edelman PR Worldwide	11,150,632
8. Manning, Selvage & Lee	1,475,000	7. Morgen-Walke	7,485,958
9. Edelman PR Worldwide	1,374,662	8. The Rowland Co.	6,500,000
10. Ayer Public Relations	1,200,000	9. Dewe Rogerson	5,148,000
11. Cone Communications	646,000	10. Ruder Finn	4,500,000
12. M Booth & Assocs.	575,951	11. Manning, Selvage & Lee	4,310,000
13. Ruder Finn	400,000	12. Ketchum Public Relations	4,200,000
14. Cohn & Wolfe	350,000	13. Taylor-Rafferty Assocs.	3,278,774
15. Patrice Tanaka & Co.	233,300	14. Porter, LeVay & Rose	1,945,771
		15. MWW/Strategic Comms.	1,826,198
		16. KCSA Public Relations	1,760,000
		17. Makovsky & Co.	1,622,000
		18. Trimedia	1,200,000
		19. Donley Comms. Corp.	1,164,420
		20. Carl Thompson Assocs.	970,961
		21. Investor Relations Co.	815,564
		22. Middleberg & Assocs.	712,000
		23. Selz, Seabolt & Assocs.	447,964
		24. Minkus & Dunne	320,000
		25. Lobsenz-Stevens	250,000
		26. PRx	102,770
		27. Bader Rutter & Assocs.	59,605
<b>ENTERTAINMENT/CULTURAL</b>			
1. Shandwick	\$13,299,000	<b>FOODS &amp; BEVERAGES</b>	
2. Ruder Finn	4,000,000	1. Burson-Marsteller	\$34,687,000
3. Dennis Davidson Assocs.	3,555,828	2. Shandwick	19,219,000
4. Edelman PR Worldwide	2,502,575	3. Fleishman-Hillard	14,731,000
5. Manning, Selvage & Lee	2,092,000	4. Ketchum Public Relations	13,100,000
6. The Rowland Co.	2,000,000	5. Edelman PR Worldwide	10,535,078
7. Burson-Marsteller	1,886,000	6. The Rowland Co.	6,000,000
8. Fleishman-Hillard	1,442,000	7. Porter/Novelli (Omnicom)	3,796,000
9. Cone Communications	1,004,000	8. EvansGroup PR Div.	3,512,404
10. Cohn & Wolfe	769,000	9. Manning, Selvage & Lee	3,432,000
11. Ogilvy Adams & Rinehart	750,000	10. Cohn & Wolfe	2,256,000
12. Aaron D. Cushman and Assocs.	550,000	11. Ruder Finn	1,200,000
13. Lapin East/West	346,517	12. Ogilvy Adams & Rinehart	1,100,000
		13. Paine & Assocs.	954,945
		14. Aronow & Pollock	782,727
		15. Londre Co.	618,217
		16. Selz, Seabolt & Assocs.	613,229
		17. Morgan & Myers	569,308
		18. Cone Communications	558,000
		19. Aaron D. Cushman and Assocs.	500,000
<b>ENVIRONMENTAL</b>			
1. Burson-Marsteller	\$17,959,000		
2. Ketchum Public Relations	15,300,000		
3. Fleishman-Hillard	9,125,000		
4. Shandwick	6,689,000		
5. E. Bruce Harrison Co.	6,550,991		
6. Edelman PR Worldwide	5,501,677		
7. The Rowland Co.	5,000,000		
8. Pacific/West Comms.	4,869,481		
9. Ruder Finn	3,000,000		
10. Ogilvy Adams & Rinehart	2,800,000		
11. Manning, Selvage & Lee	1,196,000		
12. Cerrell Assocs.	872,858		
13. MWW/Strategic Comms.	748,391		

# FEE INCOME ACCORDING TO SPECIALTIES *Continued*

Firm	1993 Net Fee Income	Firm	1993 Net Fee Income
FOODS & BEVERAGES <i>continued</i>		HIGH-TECH <i>continued</i>	
20. MWW/Strategic Comms. ....	\$395,978	11. The Rowland Co. ....	3,500,000
21. Slack Myers & Barshinger ....	382,833	12. Ruder Finn ....	3,000,000
22. Patrice Tanaka & Co. ....	303,100	13. The Bohle Co. ....	2,088,082
23. DeVries PR ....	230,101	14. Thomas Assocs. ....	1,832,504
24. Pacific/West Comms. ....	120,502	15. White & Cromer (Omnicom) ....	1,505,000
25. M Booth & Assocs. ....	117,000	16. Franson, Hagerty ....	1,310,000
26. Lou Hammond & Assocs. ....	113,190	17. Makovsky & Co. ....	1,292,000
27. KC&SA PR ....	105,000	18. Cohn & Wolfe ....	1,150,000
HEALTHCARE		19. Porter/Novelli (Omnicom) ....	987,000
1. Burson-Marsteller ....	\$39,499,000	20. Ogilvy Adams & Rinehart ....	750,000
2. Edelman PR Worldwide ....	12,643,152	21. Posner McGrath ....	741,769
3. Porter/Novelli (Omnicom). ....	12,427,000	22. MWW/Strategic Comms. ....	502,003
4. Shandwick ....	9,550,000	23. Bader Rutter & Assocs. ....	452,250
5. Ruder Finn ....	9,500,000	24. PRx ....	381,855
6. Ketchum Public Relations. ....	9,200,000	25. Middleberg & Assocs. ....	217,000
7. Manning, Selvage & Lee ....	8,137,000	26. Selz, Seabolt & Assocs. ....	202,632
8. The Rowland Co. ....	7,500,000	27. Minkus & Dunne ....	200,000
8. Ogilvy Adams & Rinehart ....	7,500,000	28. CMF&Z PR ....	159,295
10. Fleishman-Hillard ....	5,519,000	29. DeVries PR ....	116,077
11. Gross Townsend Frank Hoffman ....	3,327,864	HOME FURNISHINGS	
12. Public Comms. ....	2,897,180	1. Sumner Rider & Assocs. ....	\$550,000
13. Noonan/Russo Comms. ....	2,853,995	2. Lou Hammond & Assocs. ....	476,310
14. InterScience Comms. ....	2,800,000	3. Patrice Tanaka & Co. ....	396,200
15. Wang Associates ....	2,440,892	SPORTS	
16. MCS ....	2,300,568	1. Edelman PR Worldwide ....	\$3,803,287
17. Cohn & Wolfe ....	2,100,000	2. Cohn & Wolfe ....	3,050,000
18. Lobsenz-Stevens ....	1,500,000	3. Burson-Marsteller ....	2,464,000
19. Cooney/Waters Group ....	1,178,000	4. Manning, Selvage & Lee ....	2,239,000
20. Molino + Assocs. ....	1,104,526	5. Fleishman-Hillard ....	2,089,000
21. Cone Communications ....	1,037,000	6. Alan Taylor Comms. ....	2,045,824
22. Makovsky & Co. ....	977,000	7. Shandwick ....	1,829,000
23. Kovak-Thomas PR ....	858,201	8. The Rowland Co. ....	1,000,000
24. BBK ....	853,254	9. Lapin East/West ....	659,340
25. Boasberg Valentine-Radford ....	616,164	10. Cone Communications ....	492,000
26. M Booth & Assocs. ....	540,700	11. Selz, Seabolt & Assocs. ....	432,853
27. Paine & Assocs. ....	538,355	12. Ruder Finn ....	400,000
28. MWW/Strategic Comms. ....	517,944	13. Public Comms. ....	161,941
29. PRx ....	477,863	TRAVEL	
30. Davies & Murray ....	417,000	1. Shandwick ....	\$ 8,543,000
31. KC&SA Public Relations ....	378,460	2. Burson-Marsteller ....	6,737,000
32. Bruce Rubin Assocs. ....	325,000	3. Fleishman-Hillard ....	4,953,000
33. Patrice Tanaka & Co. ....	302,000	4. Edelman PR Worldwide ....	4,166,007
34. Pacific/West Comms. ....	220,440	5. M. Silver Assocs. ....	2,308,668
35. CMF&Z PR ....	168,857	6. Ketchum PR ....	2,100,000
36. EvansGroup PR Div. ....	97,125	7. Lou Hammond & Assocs. ....	2,036,409
HIGH-TECH		8. Middleton & Gendron ....	1,859,776
1. Shandwick ....	\$29,975,000	9. Manning, Selvage & Lee ....	1,569,000
2. Burson-Marsteller ....	13,494,000	10. The Rowland Co. ....	1,500,000
3. Cunningham Communication ....	8,086,970	11. Porter/Novelli (Omnicom) ....	1,082,000
4. Fleishman-Hillard ....	8,086,000	12. Patrice Tanaka & Co. ....	653,900
5. Edelman PR Worldwide ....	7,282,527	13. Cohn & Wolfe ....	550,000
6. Manning, Selvage & Lee ....	6,411,000	14. Aaron D. Cushman ....	409,000
7. The Weber Group ....	5,005,570	15. Ruder Finn ....	400,000
8. Ketchum Public Relations ....	4,800,000	16. MWW/Strategic Comms. ....	197,250
9. Copithorne & Bellows ....	4,683,875	17. Public Comms. ....	131,584
10. Brodeur & Partners (Omnicom) ....	4,311,000		

## BURRELL COMMUNICATIONS GROUP

Associated with Burrell Advertising  
20 N. Michigan Ave., Chicago, IL 60602  
312/443-8700

Minority market PR, corp. comms., media rels., special events,  
product publicity, community rels. Founded: 1986

Sarah Burroughs, pres.

Brown-Forman Corp.  
Burrell Advertising  
Citicorp Savings of IL  
McDonald's

## Burson-Marsteller

Subsidiary of Young & Rubicam, Inc.  
230 Park Ave. South, New York, NY 10003-1566  
212/614-4000. Fax: 212/598-6942 or 46

Global counseling and communications firm. 63 offices in 32  
countries. Corporate and marketing communications, PA, comm.  
services. Employees: 1,847.

Agency Statement: Burson-Marsteller is the world's largest  
counseling and communications firm, representing the world's leading  
corporations and institutions. Our 63 offices in 32 countries are  
linked together electronically and philosophically to deliver a single  
standard of excellence anywhere our clients do business.

Burson-Marsteller's worldwide network of counselors and  
specialists help clients analyze problems, define needs and develop  
results-oriented programs.

Our Corporate/Financial Practice focuses on managing corporate  
positioning and investor/financial market relations, with the objective  
of optimizing corporate visibility and perceptions of a client's  
financial strength among key publics.

Our Public Affairs Practice helps clients manage issues by  
influencing -- in the right combination -- public attitudes, public  
perceptions, public behavior and public policy.

Our Environmental Practice Group counsels corporations on  
sensitive environmental issues, and we are recognized as the world  
leader in crisis management and preparedness planning.

Our Consumer Marketing capabilities include product publicity,  
media-related special events and custom programs that integrate an  
array of high-impact communications techniques. We have special  
expertise in sports -- including the Olympics and other world-class  
events -- entertainment and ethnic marketing.

We are innovators in Health Care communications, helping clients  
speak strategically and efficiently to diverse influencers about  
corporate integrity and priorities, and the safety, efficacy, value and  
differentiation of products and services.

We also provide a broad range of communications services,  
including design services, video production, alternative media  
placement and communications training.

Our global reach, our experience and our people make  
Burson-Marsteller a part of more corporate and marketing  
communications decisions than any other firm in the world.

Harold Burson, founder, chmn.; James B. Lindheim, chmn.; Larry E.  
Snoddon, pres., CEO; Edward Ney, chmn, Board of Advisors; Don  
Cogman, pres./CEO, Americas; Teresa Dorn, pres./CEO, Europe;  
Keith Sharp, pres./CEO, Asia; Edna Kissmann, vice chmn.; Andrew  
Cooper, vice chmn./corp. comms., pres. and CEO/B-M N.Y.;  
pres./CEO, Dentsu Burson-Marsteller N.Y.; Scott Wallace, exec. VP,  
mktg. practice; Gregory Waldron, sr. VP, worldwide dir. of human  
resources; Akira Yui, pres./COO, Dentsu Burson-Marsteller USA;  
Stan Sauerhaft, vice chmn., mergers & acquisitions; James E.  
Kaplove, exec. VP, dir. of finance/Americas; Darryl J. Salerno, exec.  
VP, finance dir./worldwide, chief admin. officer/N.Y.; Diane  
Perlmutter, exec. VP, co-COO, B-M/N.Y.; Christopher Atkins, exec.  
VP & co-COO, B-M/N.Y.; Sheila Raviv, CEO/B-M Washington;  
Alison Canning, CEO/B-M London

One East Wacker Dr., Chicago, IL 60601-1854  
312/329-9292. Fax: 312/329-7583

John D. LaSage, pres. and CEO/Chicago

3333 Wilshire Blvd., Los Angeles, CA 90010-4111  
213/386-8776. Fax: 213/251-4650 or 51

Ken-Reitz, pres. & CEO, B-M/West

One Gateway Ctr., #2000, Pittsburgh, PA 15222-1433  
412/471-9600. Fax: 412/394-6610

Sheila Rathke, exec. VP, gen. mgr.

200 Renaissance Ctr., #1000, Detroit, MI 48243  
313/446-8600; fax: 313/446-9210

Jane Eckels, Erik Olson, sr. VPs/mng. directors.

980 9th St., 16th flr., Sacramento, CA 95814  
916/449-9917; Fax: 916/449-9947

Martin R. Wilson, sr. VP/mng. dir.

100 First St., San Francisco, CA 94105  
415/541-5300. 415/541-0315

Richard Miller, sr. VP & gen. mgr.

1850 M St., NW, Washington, DC 20036-5890  
202/833-8550. Fax: 202/833-4477

Sheila Raviv, pres./CEO, B-M/D.C.; Pierre Salinger, vice chmn.;  
William Johnston, exec. VP, director, PA practice; Gary Auxier, exec.  
VP/COO, B-M/D.C.; Kirby Jones, sr. VP/mng. dir. of privatization

601 Brickell Key Dr., #900, Miami, FL 33131  
305/347-4300. fax: 305/374-4301

Eileen Marcus, sr. VP and gen. mgr.; Jeff Hunt, exec. VP/mng. dir.,  
Latin America

Gold and Liebengood:

1455 Pennsylvania Ave., N.W., #950, Washington, DC 20004  
202/639-8899; Fax: 202/639-8972

Martin B. Gold, pres.; Howard S. Liebengood, VP

Black, Manafort, Stone & Kelly  
211 No. Union St., Alexandria, VA 22314  
703/683-6612. Fax: 703/683-6128

Charles R. Black Jr., CEO

### International Offices:

Level 5, Bldg. 3, 6 Riverside Quay, South Melbourne, Vic. 3205,  
Australia

61/3/686-1299. Fax: 61/3/686-1275 or 686-1276

David McCarthy, VP & dir., client svcs.

17 Barry Dr., Turner, ACT 2601, Canberra Australia; G.P.O. Box 90  
61/6/257.4677. Fax: 61/6/257 1334

Rodd Pahl, VP & mng. dir.

The Denison, Level 16, 65 Berry St., Box 1018, N. Sydney, N.S.W.  
2059, Australia

61/2/922.6577. Fax: 61/2/959 5422

Peter Kingsbury, exec. VP, mng. dir./Australia; Chris Savage, VP &  
mng. dir.

Y&R Building, Ground floor, 182 Fullerton Rd., Dulwich, S.  
Australia 5065

61/8.333.0999. Fax: 61/8/332 9715

Chris Chalke, mng. dir.

225 Avenue Louise, Box 5, B-1050 Brussels, Belgium  
32/2/640 5200. Fax: 32/2/647 9530

Peter Walford, pres.; Jan Robberechts, mng. dir.; Tim Brosnahan,  
dir. of gov't rels./Europe

Av. Brig. Faria Lima 2100, 17th flr., 01451, Sao Paulo, SP, Brazil  
55/11/813-1922. Fax: 55/11/210-4942

Luiz Andrade, sr. VP, gen. mgr.

Executive Consultants/Burson-Marsteller  
155 Queen Street, #1100, Ottawa, Ontario, K1P 6L1, Canada  
613/237-7455. Fax: 613/234-5210 or 613/238-4740

Steve Markey, vice chmn.; Richard Bertrand, vice chmn./mng. dir.

1155 Blvd. Rene-Levesque West, #3520, Montreal, H3B 3T6, Canada  
514/871-1047. fax: 514/871-1441

Andre Bisson, chmn./gen. mgr.

80 Bloor St. W., Toronto, Ont. M5S 2V1, Canada  
416/964-8300. Fax: 416/964-1917

Allan Gotlieb, chmn./Canada; Georgina Cannon, sr. VP/gen. mgr.

1100 Melville St., #910, Vancouver, B.C. V6E 4A6, Canada  
604/684-1481. Fax: 604/684-6981

Continued on next page

## BURSON-MARSTELLER continued

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Vaclavské Namesti 21, 110 00 Prague I, Czechoslovakia  
(42-2) 242-11220 or 242 30688; fax: (42-2) 242-11620

Michal Donath, sr. consultant

Ostergade, DK-1100, Copenhagen K, Denmark  
45/33/32.30.00. Fax: 45/33/32 3001

Thomas Blach, gen. mgr.; Niels Brinkman, mng. dir., Central/Eastern Europe

24-28 Bloomsbury Way, London WC1A 2PX England  
44/71/831-6262. Fax: 44/71/430 1033

Robert S. Leaf, chmn./Int'l; John Brown, deputy CEO/London; Alan Watson, chmn., Corporate TV Networks Ltd. and Corporate Vision Ltd.

Prima Europe Ltd., 14 Soho Square, London W1V 5FB UK  
44/71/287.6676; Fax: 44/71/287.8139

Richard Holme, chmn.; Roger Liddle, mng. dir.; Dick Taverne, pres.

11 Rue Paul Baudry, 75008 Paris, France  
33-1 42-99-9393; fax: 33-1 40-74-0714

Barbara Smith, exec. VP, creative dir.; Suzanne Sauvage, country mgr.

Mommßenstrasse 27, 10629 Berlin, Germany  
49/30/327-8080; fax: 49/30/327-808-12, 13, 14

Wolf-Dietrich Gross, mng. dir.

Godesberger Allee 90, 53175 Bonn, Germany  
49/228/37 6932 or 33. Fax: 49/228/37 6934

Juergen Merschmeier, mng. dir.

Untermainkai 20, 60329, Frankfurt/Main, Germany  
49/69/23.80.90. Fax: 49/69/23 80944

Trond Andresen, country mgr./Germany; Uwe Wache, mng. dir., B-M/Frankfurt

Hopfensack 19, D-20457 Hamburg, Germany  
49/40/32.44.83; Fax: 49/40/32 2572

Guenter Andresen, mng. dir.

Beethovenstrasse 3, 80336, Muenchen, Germany  
49/89/54-43-000; fax: 49/89/54.43.0033

Christian Jaletzke, mng. dir.

14th flr., Stanhope House, 738 King's Rd., North Point, Hong Kong  
852/880 0229. Fax: 852/856 1101, 856 1056

Charles Newton, vice chmn., Asia (Hong Kong); Keith Sharp, chmn., Asia (Hong Kong); C.T. Hew, pres., Asia

Kapas utca 11/15, Budapest 1027 Hungary  
36/1/201-2895. Fax: 36/1/201-2922

Mary C. Foerster, chmn./Central Europe; Gabor Szentivanyi, mng. dir.; Steen Reesler, mng. dir.

Burson-Marsteller: Roger Pereira Communications Pvt. Ltd.  
55 Whitehall, 143 A.K. Marg Kemp's Corner, Bombay 400 036 India  
91/22/363.0556/363.0398; fax: 91/22/363.0076

Roger Pereira, mng. dir.

Piazza S. Alessandro 6, I 20123 Milan, Italy  
39/2/721 431. Fax: 39/2/878 960

Gigliola F. Ibba, mng. dir.; Franco Guzzi, gen. mgr.

Piazza SS Apostoli 81, 00187, Rome, Italy  
39/6/699.40.841. Fax: 39/6/67 90424

Daniela Carosio, gen. mgr.

9th Floor, Daio Building, 26-5 Yoido-dong, Youngdeungpo-ku, Seoul, Korea 150-010  
82/2/782/7151 or 7157. Fax: 82/2/782 7158 or 780 3669

Alan Coon, VP/mng. dir.

11th flr., Wisma Getah Asli (Menara), 148 Jalan Ampang, 50450 Kuala Lumpur, Malaysia  
60/3/261.7900. Fax: 60/3/261 3828

Nigel Smith, mng. dir.

Leibnitz #13, Colonia Anzures, Mexico City 5, 11590 D.F. Mexico  
52-5 203-3120; fax: 52-5 203-2468

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la, Sophialaan, 2514 JP The Hague, Netherlands.  
31/70/362-4861. Fax: 31/70/360 5800

Ferry deBakker, mng. dir.

Drammensveien 171, N-0277 Oslo, Norway  
47/22/50.45.50; fax: 47/22/50.62.20

Per Heggenes, country mgr.

Suite 808, Shanghai Int'l Trade Ctr., 2200 Yan An Road West, Shanghai 200335, People's Republic of China  
862-1 275-1999; fax: 862-1 275-3683

Derek Fung, gen. mgr.

Ulica Krolewska 27/402, 00-060 Warsaw, Poland  
48/39/12.32.37; Fax: 48/39/12.32.37

Paul Vosloo, mng. dir.

331 North Bridge Rd., #06-02/06 Odeon Towers, Singapore 0718  
65/336-6266; fax: 65/339-3313

Martin Langford, vice chmn., Asia

Caso Bldg., ste. 601, 1225 Ponce de Leon Ave., Santurce, PR 00908  
809/722-1717. Fax: 809/725-5725

Frank Ramos, VP & gen. mgr.

Balmes, 173-4pl.-2, 08006 Barcelona, Spain  
34/3/237.46.12 or 44.91. Fax: 34/3/218-1217

Carlos Larcrau, mng. dir.

Basilica, 19-5 Pl., 28020 Madrid, Spain  
34/1/555-32-13. Fax: 34/1/555 1070

Jose Antonio Llorente, country mgr./Spain & Mng. dir./Madrid  
Klarabergsviadukten 70, Box 70361, S-107 24 Stockholm, Sweden  
46/8/700.55.00. Fax: 46/8/700 5501

Lars Thalen, mng. dir.

3/F-4, 77 Tun.Hwa South Rd., sect. 2, Taipei, Taiwan R.O.C.  
886/2/755.4536. Fax: 886/2/703 3904

Alan VanderMolen, VP & mng. dir.

Rm 1006, Asia-Pacific Bldg., #8 Yau Bao Lu, Chao Yang District, Beijing 100020, The People's Republic of China  
861/512.9820; fax: 861/512.7569

Paula Bennett, gen. mgr.

25 Alma Link Bldg., 16th flr., Chidlom Rd., Ploenchit, Bangkok 10330, Thailand  
66/2/252.9871. Fax: 66/2/254.8353

Whitney Small, VP & mng. dir.

Center for International Trade, Office 1404, 12 Krasnopresnenskaya Nab., Moscow 123610 Russia  
7/095/253 2185. Fax: 7/095/253 1348

Chris Fisher, gen. mgr.

DENTSU BURSON-MARSTELLER  
Staff also in New York and Los Angeles  
Sogo No. 3 Building, 6 Kojimachi 1-chome, Chiyoda-ku, Tokyo 102, Japan  
81/3/3264-6701; Fax: (81-3)3234-9647

Paul Adams, pres. & CEO; Yasuharu Ohmori, exec. VP, resource dev.; Mark Bain, sr. VP, mng. dir.

Aids (Italian Gov't Program)  
Alliance for Beverage Cartons  
American Dental Assn.  
American Energy Alliance  
American Home Products  
Ameritech  
Andersen Consulting  
AT&T  
Bacardi  
Bahamas  
BC Forest Alliance  
Berlex Labs  
Bethlehem Steel  
Boston Mutual  
British Gas  
British Telecom  
BSN  
Business France (Actim)  
Campbell Soup

Caterpillar  
Caltex  
Chevron  
Church & Dwight  
Cincinnati Gas & Electric  
Citicorp  
Coca-Cola  
Cooper Power  
Core Source  
Credit Card Coalition  
Delaware North Co.  
Dow Corning  
DuPont  
Egypt  
Eli Lilly  
Esso  
Fujisawa  
GTECH  
Genentech



General Electric  
General Public Utilities  
George Harris & Co.  
Gerber  
Glaxo  
Government of Togo  
Grupo Torras  
Guinness  
Hasbro  
HK Telecommunications  
Hydro-Quebec  
IBM  
Indonesia, Gov't of  
Johnson & Johnson  
Joint Commission (Accreditation  
of Healthcare Orgs.)  
Kabi Pharmacia  
Kashmiri-American Council  
Kenya  
McDonald's  
McDonnell Douglas  
Merck Sharp & Dohme  
Metropolitan Life  
Mexican Government  
Miles Inc.  
Mobile Communications  
Mobilink  
Motorola  
Nat'l Insurance Crime Bureau  
Nat'l Livestock  
NEC  
Nestle

New York Telephone  
Northern Telecom  
NutraSweet Company  
Nycomed  
Pfizer  
Philip Morris  
Philips  
Procter & Gamble  
Quaker Oats  
Reebok  
Rice Council  
Rohm & Haas  
Royal Canadian Mint  
Ryder System  
SABIC  
Sandoz  
Sara Lee  
Seagram  
Sears  
SmithKline Beecham  
State Farm Insurance  
Telecom (Germany)  
Telecom (Singapore)  
Unilever  
United Distillers  
U.S. Postal Service  
U.S. Trade Center  
Visa  
Vobis  
Warner-Lambert  
Zung Fu & Co.

#### **BURTON LUCH PUBLIC RELATIONS, INC.**

920 Broadway, ste. 1503, New York, NY 10010-6004  
212/673-4600  
Corporate Communications, consumer products. Employees: 7.  
Founded: 1983

Jacqueline Burton, pres.

Alpine Log Homes  
Armstrong World Industries  
Mary Englebreit Collection  
Exposures Catalog  
Hemmeter Collection  
Motif Designs  
Topsy Tail Co.

#### **BUSCHMAN CORP. COMMUNICATIONS INC.**

5811 Canal Rd., #230, Cleveland, OH 44125  
216/328-0404  
Corp./fin'l PR, mktg. comms., crisis mgmt., IR and event mgmt.  
Employees: 8. Founded: 1948

John R. Varley, pres.; John P. Warden, exec. VP; Todd Wroten, sr.  
VP, dir. of graphic design; J. D. Geiger, VP; Sally Murray, secy.

#### **BUTLER & ASSOCIATES, CHARLES E.**

60 E. 42nd St., #733, New York, NY 10165  
212/687-2480  
International, industrial PR. Founded: 1983. Employees: 4  
Charles Butler, pres.; Donald McGill, VP

Japan Steel Info. Ctr.  
Long-Term Credit Bank of Japan, Ltd.  
NKK Corp.  
Pacific Institute

#### **BUTLER COMMUNICATIONS**

2243 13th St., N.E., Washington, D.C. 20018-1121  
202/526-8828; fax: 202/526-8876  
Healthcare and social marketing (Minority & Special Populations).  
Employees: 3. Founded: 1983.

Les Butler, pres. & CEO; Linda M. Proctor, VP

Breast Cancer Resource Committee  
Children's Defense Fund - D.C.  
Hospice Care D.C.  
Whitman-Walker Clinic

#### **BYOIR & ASSOCIATES, INC., CARL**

Member of WPP Group plc  
420 Lexington Ave., 8th flr., New York, NY 10017  
212/210-6000; fax: 212/210-6099  
Int'l PR/PA counseling firm. Originally founded: 1930

Camille Hardy, VP, head of N.Y. ops.

5900 Wilshire Blvd., #2275, Los Angeles, CA 90036  
213/937-7667; fax: 213/954-5897

Holly Howard, exec. VP/West Coast ops.

6-7 Grosvenor Place, London SW1X 7SH England  
44-71 235-3853; fax: 44-71 235-3868

Lisa ter Haar, head of U.K. ops.

C

#### **CA GROUP PR**

See Parker Group

#### **CHD PUBLIC RELATIONS**

400 Colony Square, #406, 1201 Peachtree St., Atlanta, GA 30361  
404/892-4505; fax: 404/892-7893

General and corp. PR, PA/issues mgmt., IR, bus.-to-bus. mktg.; food,  
healthcare, high-tech, tourism, environmental and consumer goods  
and services industries. Founded: 1984. Employees: 12.

(Ms.) C. Randolph Jones, pres.; Kathleen Cosgrove, sr. VP; Janice  
Hofmann, VP; Joseph Robb, A/S; Kristin Chapman, sr. A/E;  
Jacqueline Lewis, A/E

Air Quality Sciences  
American Craft Enterprises  
British Airways  
Carr, Tabb & Pope  
Edgar Pomeroy Inc.  
Flowers Industries  
Holiday Inn Worldwide  
Milliken & Co.  
Reliance Trust Co.  
Reverse Mortgage Co.  
Scottish Rite Children's Med. Ctr.  
SpencerStuart  
Tascor  
Unity Mortgage Corp.

#### **CMB COMMUNICATIONS**

155 East 75th St., 3W, New York, NY 10021  
212/861-8690  
General PR

Christine Mortimer Biddle, pres.

## **CMF&Z** Public Relations

PR div. of Creswell, Munsell, Fultz & Zirbel, an affiliate of Young &  
Rubicam L.P.

600 E. Court Ave., P.O. Box 4807, Des Moines, IA 50306  
515/246-3500; Fax: 515/246-3512

General PR. Employees: 20. Founded: 1977 (PR); 1939 (adv)

Agency Statement: CMF&Z Public Relations is a full-service PR  
firm with expertise in serving business-to-business clients, particularly  
in the agribusiness, technology and building products categories.  
Other major clients include health care, financial and economic  
development organizations.

Our goal is to create strategic communications programs which get  
results. CMF&Z PR's Iowa offices offer expertise in trade, consumer  
and business media relations, new product introductions, audio/visual  
news and documentary productions, media interview and  
spokesperson training and crisis management. Our approach to public

*Continued on next page*